

SOUTHSIDE NEWS

OFFICE SOUTHSIDE DEPARTMENT
16 South Macdonald Street; Phone 841; MesaTEMPE AGENCY
Laird & Dines Drug Store
Phone 22CHANDLER AGENCY
Gardner & Harmer Drug Store
Phone 21GILBERT AGENCY
Gilbert Pharmacy
Phone Mesa 1R2GOODYEAR AGENCY
J. E. Flanagan Refreshment
ParlorS. S. BUILDING AND
LOAN ASSN. TO BE
ENLARGED IS PLANNED

MESA, Nov. 24.—Plans to make of the Southside Building and Loan association a larger and more complete organization were perfected at a meeting of the stockholders held Tuesday night. When the decision was made to issue preferred stock to the amount of \$100,000. Brought into existence but a year ago, when there became such a great need for additional homes in Mesa, the association has gradually and rapidly expanded into an organization that has now over \$175,000 assets. New sub-divisions have been opened in Mesa and over a half hundred new homes have been built.

According to the plans of the building and loan association officials, stock will be issued with a guaranteed interest of 8 per cent, in units of \$100, and can be paid for either in cash or purchased on the installment plan of from \$5 per month up. The stock is planned will have a fixed maturity date and can either be traded for paid-up stock, redeemed in cash, or traded on property. The purchaser of stock will be given preference at all times in the matter of loans, it is planned.

Parade for Joy Night

Public notification that the Mesa high school will stage a "Joy night" on Thanksgiving night was made Wednesday evening in Mesa when over a hundred of the school students joined in a parade through the downtown streets. Banners carrying an inkling of what is in store in the way of entertainment were displayed and other means were taken to acquaint the public generally with the fact that the Thursday night entertainment is going to be well worth while. There will be shows, galas, other stunts of a varied nature, and all concluding with a dance. The joy night festival is to be given in the high school auditorium.

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INVESTMENT BONDS

INVESTMENT STOCKS

Will Have Social Hour

Next Tuesday the K. P.'s and their families and the Pythian Sisters will have a social meeting. A crowd of Tempe K. P.'s went to Chandler Wednesday evening to put on the third degree.

Entertain Mc Cabees

The Maccabees of Tempe were entertained all day Tuesday by Mrs. Don Frankenburg at her beautiful country home. Each lady took one dish of cooked food and everyone had a fine time.

Charles Piel Accepts Position

Charles A. Piel has accepted a position at Chandler with the Southwest Cotton company.

POPULAR CHANDLER PEOPLE TO MARRY

CHANDLER, Nov. 24.—At a dinner party given on Thanksgiving day at the home of Mr. and Mrs. A. Herzberg at Tempe the announcement of the engagement of Ethel Jacobs, daughter of Mr. and Mrs. K. Herzberg of Los Angeles and a resident of Chandler, to Allan M. Simon, a prominent young business man of Chandler. The popular and charming bride-elect is a member of the junior set of the valley and has been making her home here with Mrs. Abe Lukin. Mr. Simon is interested in the Miller-Simon store here and is a popular member of the local junior set. No plans are as yet set for the wedding date, but it will take place in the very near future.

Accident

Dewey Smith had a narrow escape from death on Tuesday afternoon when he was caught in a revolving pulley at the Southwest Cotton company gin here. One arm was literally torn off at the shoulder, his head was badly injured and he was otherwise bruised. The accident happened about 3 o'clock as the young man was feeding cotton into one of the gins. The belt slipped off and he went into the basement to slip it onto the pulley again. These pulleys go at a rapid rate of speed and in trying to engage the belt around the pulley he was drawn into the machinery. His head was jammed against the shafting and his arm was torn off, permitting the body to drop to the floor. Medical attention was summoned and his condition was such that it was deemed advisable to rush him to the Sisters' hospital at Phoenix. Dr. A. Andresen, the attending surgeon, has hopes for his recovery. The young man came to Chandler about two months ago from Arkansas. He is unmarried and a brother of Greed Smith, a well known rancher.

Recovering

Mrs. C. A. Baldwin, wife of C. A. Baldwin, cashier of the Bank of Chandler, is in the Mesa hospital following an operation. She is reported as recovering rapidly.

Stores Close

Chandler spent a very quiet Thanksgiving, as all the stores were closed in honor of the day.

Install Meat Department

The Smith grocery has installed a meat department in its store.

Visitor

Mr. O. G. Brundage of Farmersville, Cal., who has extensive land interests east of Chandler, has been spending the week here as the guest of Mr. R. M. Crenshaw.

COPPERS

Compiled for The Republican by R. Allyn Lewis, E. F. Hutton & Co.'s Leased Wire. Hotel Adams Building, 119 North Central Ave.

Anaconda	40 1/2
Butte	11 1/2
Calumet and Arizona	46
Gere de Pasco	32 1/2
Chino	20 1/2
Inspiration	24 1/2
Kennecott	19 1/2
Ray Cons.	11 1/2
Utah	52
Ariztex	1 1/2
Big Ledge	1 1/2
Calumet and Jerome	1 1/2
Dundee	1 1/2
Green Monster	1 1/2
Jerome Verde	1 1/2
Magma	21
Magma Chief	1 1/2
New Cornelia	15
Ray Hercules	1 1/2
Silver King	28
United Eastern	2 1/2
Verde Extension	24
Verde Combination	1 1/2

COTTON FUTURES

NEW YORK, Nov. 24.—Cotton futures closed barely steady. December 16.80c; January 16.45c; March 16.34c; May 16.25c; July 16.10c.

MERCANTILE PAPER

NEW YORK, Nov. 24.—Prime mercantile paper unchanged. Exchange heavy; sterling demand 34c; cables 34 1/2c. New York exchange on Montreal 12 1/2 per cent discount.

Market News

[Republican A. P. Leased Wire]

NEW YORK, Nov. 24.—The reactionary trend of prices on the stock exchange today, in which many leaders canceled a substantial part of their recent recoveries, suggested that financial conditions imposed further revision of quoted values.

Dealings were much smaller than on any previous day of the week, for which tomorrow's holiday was probably responsible. The confidence manifested by the short interest, however, evidently had its justification in the ease with which the market receded.

Money conditions remained easy, with an abundance of call loans at 6 per cent and more liberal offerings of time funds and purchases of merchants' paper, but industrial and commercial advances merely confirmed the growing conviction of an inevitable slackening of trade.

Further cancellations of merchandise were referred to by banking interests as one of the evils confronting the domestic business situation and the sharp decline in imports of luxuries threw an interesting sidelight on the attitude of the buying public. Steel mills reported more cancellations on finished contracts and sales of copper for home consumption were made at 14 cents, the lowest price in years.

An extreme decline of almost nine points in Atlantic Gulf affected other shippings by two to four and a half points. Representative industrial and motors and rails of the speculative and investment groups lost one to three and a half points. In most cases rallies of from one to two points ensued at the close. Pittsburgh & West Virginia making an actual gain of five and three-eighths points on large dealings. Sales amounted to 700,000 shares.

Foreign exchange markets were dull and lower. Shanghai rate reflecting another decline in bar silver in London. Of the continental European markets, German and Spanish remittances were weakest.

Grains were dull and featureless, the most leading issues, including Liberties, showing nominal gains or losses. Sales, par value, \$14,875,000. Old United States bonds were unchanged on call.

CHICAGO, Nov. 24.—Acute fresh weakness developed in the wheat market today. There was a general rush to sell and a nearly complete lack of support. Reports of distress in the flour trade at Philadelphia formed the chief bearish influence. It was said Philadelphia merchants had on hand 300,000 barrels of flour for which there was no demand; down turns in stocks and cotton tended further to unsettle confidence. Opening prices, which ranged from 1c to 4 1/2c lower, with December \$1.64 1/2 and March \$1.59 1/2 @ 1/2, were followed by sharp additional breaks.

Corn gave way with wheat. After opening unchanged to 1 1/2c lower, in-

cluding May at 7 1/2 @ 7 3/4c, the market underwent a material setback all around.

Oats were depressed by the depression of other grain, starting unchanged to 3/4c lower, May 49 1/4 @ 49 3/4c, and then undergoing a general sag.

Lower quotations on hogs and cereals forced provisions downward.

Financial Review

By ERIC KOBBE
Of Blyth, Witter & Co.

Retail Prices and the Public

The public has read in the daily hand, and yet it fails to receive any immediate benefit from the drop. Daily reports show further reductions in woollens, cottons, leather, sugar or wheat, yet the retail prices to the public remain practically the same. Naturally, this condition of affairs is resented, and this resentment has taken the form of a refusal to buy. We admit that it takes time for a reduction in the wholesale or market price of commodities and foodstuffs to be reflected in the retail trade, and that possibly reductions of any extent cannot be made at this time by the retail trade without a loss. But if the public won't buy at present retail prices, what is the answer? The retail trade must face and accept any loss necessary to stimulate buying. Some retailers have seen and appreciated the situation and have made reductions accordingly, but others are slow to accept the verdict and, unless they change their attitude, they may find themselves facing a greater and more serious and permanent loss in the end.

Beyond the retail trade must face a customer where they are making only a small profit at their present prices, and that they can not reduce the price of a shirt, for instance, because it was bought before the reduction in the price of cotton. This fact, though true, does not interest the customer. He knows very well we are in for a period of

lower prices, and what he wants is the benefit from them. He has been suffering from high prices and now demands retribution. And only a few will be fooled by "sales" which are not actually a reduction to at least a cost price or below, and the reaction against a retailer who marks down a few ancient relics and expects the public to think it a sale will be expressed in no uncertain terms. In other words, the buying public has been taught a most mighty lesson: "Let the buyer beware!"

The most important thing is to get customers into your store, and have them buy. If it is necessary to take a loss to accomplish this, and it will be necessary, take it with a smile, because it has to be taken, and the sooner it is done the better off you will be. This will keep your customers buying, you will gain a reputation for fair treatment, you will have a satisfied trade to buy your new goods from you at a profit when you readjust your stock, and you will retain your old customers besides adding new ones. A customer who gets the habit of going elsewhere is not easy to entice back. Don't let some other retailer take your customers away from you through offering them the prices they demand. Remember that if you get the public back in a buying mood your troubles are half over; but to do this the retailer must cut prices.

COTTON

NEW YORK, Nov. 24.—Cotton closed barely steady net unchanged to 10 points lower.

BAR SILVER

NEW YORK, Nov. 24.—Bar silver, domestic, unchanged; foreign 72.

LIBERTY BONDS

NEW YORK, Nov. 24.—Liberty bonds closed: 3 1/2s \$25.00; first 4 1/2s \$27.30 bid; second 4 1/2s \$26.90; third 4 1/2s \$27.30; fourth 4 1/2s \$27.40; Victory 3 1/2s \$26.00; Victory 4 1/2s \$26.00.

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HEARD BUILDING

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The Dardevil

"THE

The romance of a

hard-boiled tenderfoot

Tom Mix wrote it

Tom Mix directed it

Tom Mix is the star

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MESA

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